

Oklahoma  
Arkansas  
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*Center of the Southwest*

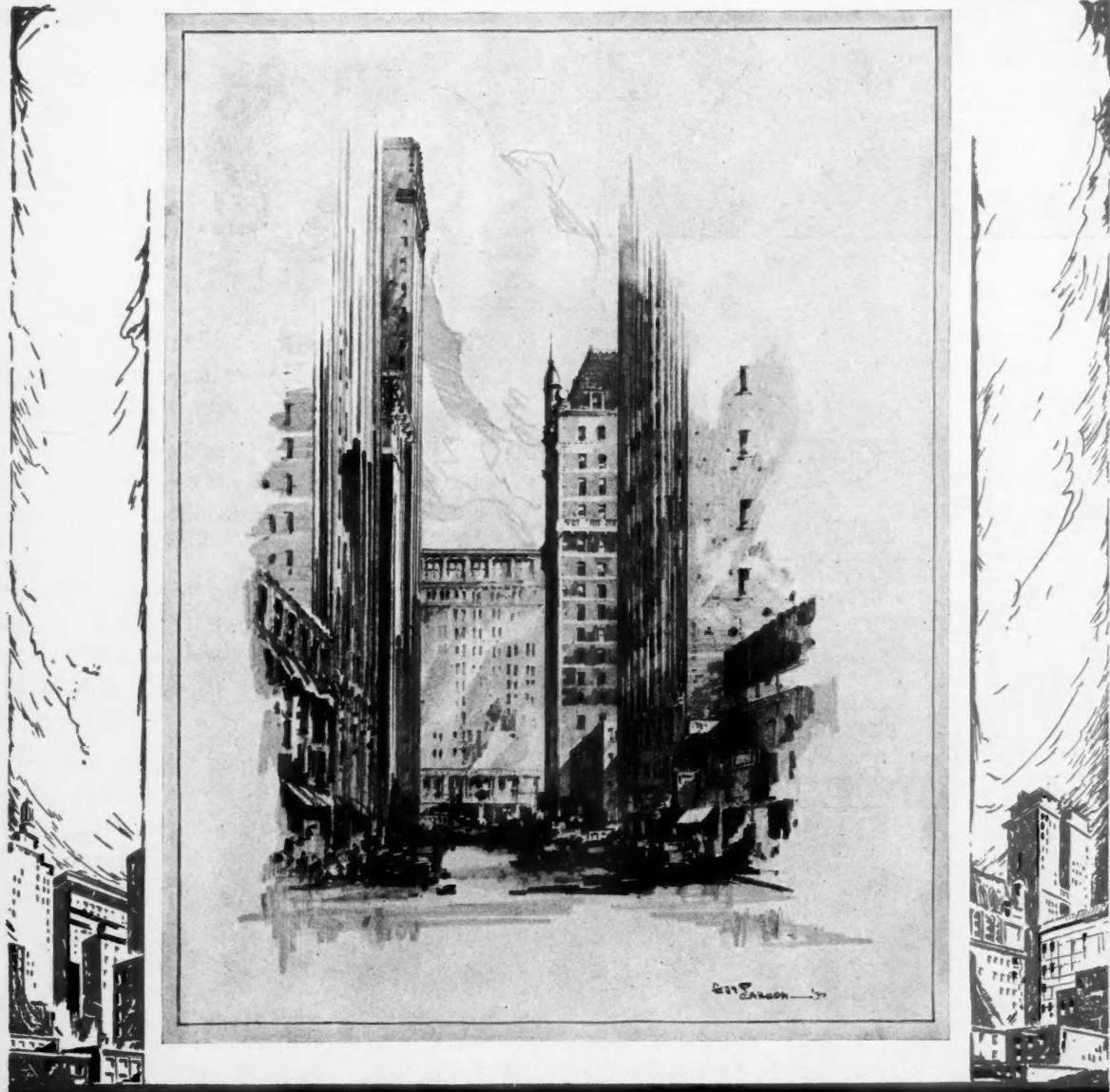
# DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 12, No. 12

DECEMBER, 1933

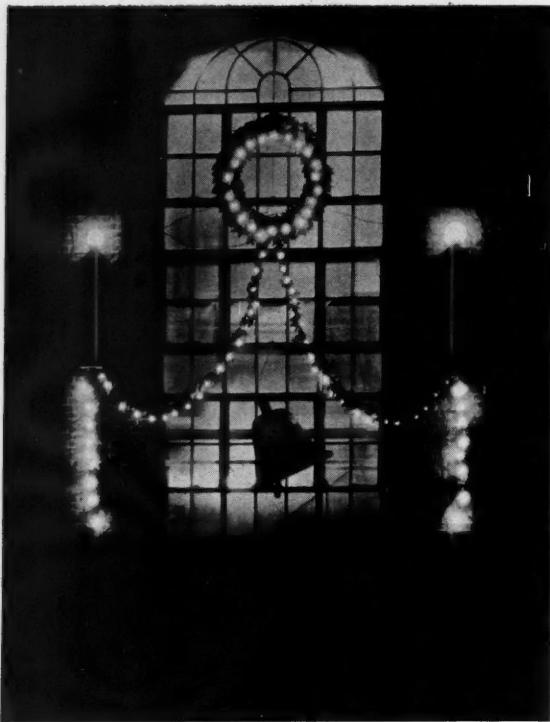
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This cover picture is Akard Street looking South toward the Baker Hotel.

This is the twenty-first of a series of sketches by Guy F. Cahoon.





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Official Organ of the Chamber of Commerce

Published Monthly

CLYDE V. WALLIS, Editor  
EARL Y. BATEMAN, Business Manager

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# DALLAS

Published by the

## DALLAS CHAMBER OF COMMERCE

Dedicated to the Building  
of Dallas and the Great  
Southwest

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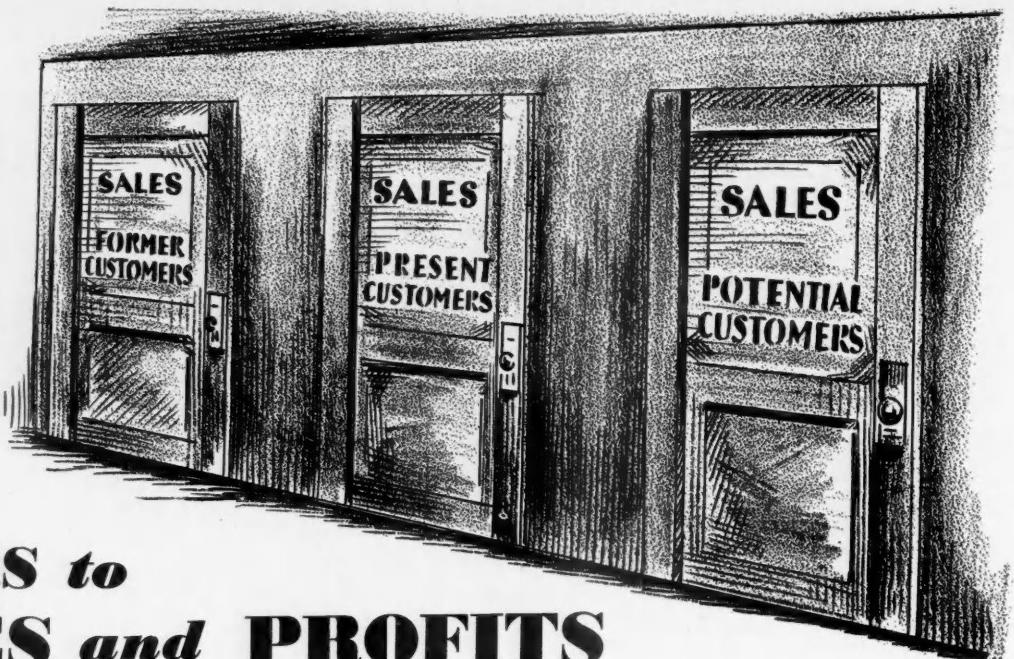
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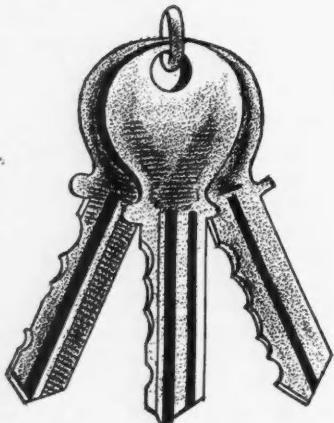
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## DOORS to SALES and PROFITS



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a KEY to each of them?***

**FORMER CUSTOMERS**—Your old ledgers are more than likely full of former customers who have drifted away—maybe because you neglected them, maybe because something was said or done that displeased them, or maybe they started buying from your competitor because he seemed more interested in them. Have you ever thought of trying to win them back? It can be done, it has been done—we've done it for many firms. We have a key that fits this door. Why not let us open it for you?

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IN DALLAS

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# DALLAS-A Monthly Magazine

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Entered as Second-Class Matter, February 6, 1922, at the Post Office at Dallas, Texas,  
Under Act of March 3, 1879

## In Retrospect

**W**E come to the end of another year for this organization. The activities of the different departments are briefly and concisely told in the departmental reports on the following pages. Although a careful reading of these reports will convince our members that this organization has been aggressively and alertly on "its toes," they do not begin to tell the whole story. Only by actual observation and contact can a person grasp the tremendous amount of routine and detail activity that takes place day after day.

They do not tell the story of meeting after meeting night and day that staff members find it necessary to attend, of the tremendous number of individual calls and problems of minor importance that must be handled satisfactorily.

We wish it were possible for each of our members to see and realize how they are assisting by their moral and financial support to keep the civic and commercial activities of Dallas going, for the Chamber of Commerce is indeed the clearing house of all activities. Sooner or later practically every matter of consequence, civic, political or commercial, clears through this institution.

So we come again to make a report to you, and we feel a modest pride in this report of the year's accomplishments. Although we frankly admit some mistakes, and it has been impossible to please everybody at all times, we hope you will be charitable in your judgment and believe that an impartial check of the records will show that the accomplishments far outweigh the shortcomings.

This has been one of the most strenuous, if not the most strenuous, years ever experienced by this organization. It has had to take the leadership and carry on activities such as the NRA and many others, that a Chamber has never been called upon to handle before. In fact, the Chamber of Commerce scope of endeavor is steadily broadening each year. We have met these additional tasks and at the same time been able to reduce our operating expenses.

Your staff and employees have worked faithfully and loyally. Of course, they are paid to do the job;

but not only are they interested in their pay envelopes but they have a sincere pride in Dallas and its welfare and are proud to have a part in its sound development and growth. They have worked longer hours for less pay, not only without complaint but willingly and cheerfully, and are entitled to your commendation. The executive heads are glad to have this opportunity to express their appreciation for their co-operation and efficiency. We believe a comparison with other Chambers would show clearly that our personnel more than hold their own.

Your officers and directors have given freely of their time, efforts and ability even at penalty of neglecting their own business. They have sincerely accepted their responsibilities and discharged their duties regardless of the many extra meetings and other requirements. Their sound counsel, advice and encouragement have been of untold benefit to the paid executives.

We will not undertake to call your attention here to the major things that have been accomplished, especially since the President will ably do this in his report at the annual meeting, which report will also be published in the January issue of the magazine, but we do wish to express to the members our deep appreciation for your patient and loyal support. What we accomplish can only be in proportion to the co-operation we receive from you.

Dallas has acquired the reputation over the country as possessing one of the most aggressive citizenships in the United States. Your Chamber of Commerce has had the compliment paid it this year of having five representatives of Chambers in larger cities make trips here to study our set-up and manner of operation. Your steadfast backing during the past two years of unusual conditions has added materially to Dallas' reputation and standing.

We sincerely hope we can continue to operate this institution in such manner as to deserve your continued support and co-operation and enter the coming year with faith and confidence.

J. BEN CRITZ,  
Vice-President and General Manager.

# Departmental Reports for 1933

## Major Activities of the Year Briefly Outlined for the Information of the Membership

### NRA Activities

Even before the National Industrial Recovery Act became a law the Dallas Chamber of Commerce prepared an analysis and explanation of the Act which was distributed to its members and printed in the newspapers. Other chambers of commerce reproduced this. Since that time the Chamber has kept abreast of NRA developments and interpreted them to Dallas business firms. In the six months of NRA, the Chamber has answered thousands of questions about NRA as applied to the operation of the particular business concerned. On many days the number of requests for such information exceeded five hundred personal and telephone calls.

#### Led in NRA Activities

The Dallas Chamber of Commerce at once assumed leadership in bringing Dallas and Texas under the NRA. A state-wide meeting of business and industrial leaders of Texas was attended by more than 1,200 executives from all parts of the State, and several from outside the State. The Chamber received hundreds of long distance calls and telegrams from over the State requesting NRA information.

It is interesting to note that in the tremendous task of supplying NRA information the Chamber usually answered every question immediately or obtained the data from official sources quickly. No information or interpretation is given except upon official sources.

The leadership and activity of the Chamber in NRA work in Texas brought to Dallas hundreds of conferences of business men on NRA matters. Dallas has had more state-wide meetings of business men on NRA code matters than all of the other large cities of Texas combined. This constant stream of business men to Dallas on code matters brought thousands of visitors to the city and greatly stimulated local business, particularly the hotels, during the dull summer season. These meetings still continue and during the term of NRA Dallas will profit largely by reason of its leadership.

#### Helped with 500 Meetings

Members of the staff of the Chamber almost invariably had prominent places on the programs of these meetings and it is estimated conservatively that in more than 500 such meetings the Chamber presented NRA information, assisted in code formulation and gave helpful assistance.

The Dallas Chamber of Commerce set up a local NRA board, one of the first in the United States, and received strong commendation from General Johnson for its aggressive leadership in the National Recovery Program. The Dallas plan subsequently served largely as a model for similar organizations in the United States.

The Chamber continues to serve Dallas business men by giving the latest NRA authoritative information and at this time receives an average of from seventy-five to one hundred calls daily on the application of NRA to particular business situations. A complete file of NRA information is maintained and this is kept up to the minute at all times.



### Conventions

Due largely to the importance of Dallas as a business center and the early lead the Dallas Chamber of Commerce took in seeking to interpret the general National Recovery Administration program and codes for the benefit of Texas business and industry, Dallas had the pleasure of entertaining some sixty large code conventions, as well as several hundred smaller ones which are not being listed, most of these coming during the summer when conventions are particularly welcome. These conventions, many of which represented the South or Southwest and some the entire nation, swelled the total number of conventions, sales conventions and other types of gatherings bringing substantial groups of visitors, to 420 for the calendar year, which is the largest number in the history of the city. December may bring several meetings not now listed.

#### 60,000 Attend Meetings

While the number of meetings exceeded that of any preceding year, the combined estimated attendance of 60,000 has been exceeded several years when conditions were better. Using the nationally recognized basis of expenditure by a convention visitor, it is estimated these convention visitors left more than \$1,500,000 in Dallas, which new money is diverted into all channels of trade. The State Fair, with its 862,052 attendance, of which several hundred thousand were from out of town, is not included in the above total, except as it applies to conventions which met during the Fair.

Even greater than the direct financial return is the good will secured for Dallas, "The Friendly City," in pleasing the visitor. This reacts in trade channels

and population and new industry statistics for years to come. The parade of personalities who assemble here on convention business throughout the year would read like a copy of "Who's Who in America"—bankers, doctors, oil leaders, lawyers, dentists, farmers, Masons, Elks, Red Men, sports leaders, capitalists and laborers, welfare leaders and others from far-flung states or nations—these casting their influence on the community and in turn being impressed by the hospitality of the city.

As an example, the Pan-American Medical Association convention, one of the most colorful and important meetings here in 1933, convened for the first time in the United States, bringing medical leaders from many nations. Another national meeting of a novel and interesting nature was the National Inventors Congress. One of several national conventions organized here this year was the American Petroleum Equipment Suppliers Association.

#### 1934 Conventions

Outstanding in the list of 1934 conventions will be the American Petroleum Institute which, on November 12-15, will convene in Dallas for the first time, bringing some 5,000 leaders of the petroleum world. This convention was secured under the direction of a Chamber of Commerce committee including Capt. J. F. Lucey, chairman, E. R. Brown, Edward T. Moore and J. Edgar Pew. The American Association of Petroleum Geologists, convening in March, and the Petroleum Industry Electrical Association, meeting in April, are other important meetings coming to Dallas, the oil center. The Trans-Mississippi Golf Tournament is the most important golf event scheduled for Dallas since the National Professional Golfers Association tournament here several years ago. These leading shot-makers are here June 5-10.

While decision as to many conventions Dallas will invite is still in the hands of executive committees—a growing tendency with conventions—an unusually good list of meetings have already been announced for Dallas. A few of these are: Texas-Oklahoma Shoe Retailers Association, Texas Hardware & Implement Association, Texas Bandmasters Association, Texas Laundry Owners Association, Texas Association of Fairs, Texas Farm Bureau Federation, Texas Waterworks Association, Episcopal Diocese of Dallas, Dallas-Southern Clinical Conference, Texas Association of Accredited Beauty Culturists, Grand Commandery Knights Templar of Texas, Texas-Louisiana Re-

tail Jewelers, North Texas Vocational Teachers, Texas Surgical Society, Texas Catholic Alumnae, Texas Society of Radiographers, Texas Association of Deans and Advisers of Men, Texas Bakers Association, Texas Congregational Church Conference, United Commercial Travelers, State Federation of Labor, State Bankers' Association, Texas Golf Association, Texas Woman's Golf Association, Southwest Compress & Warehouse Association, Southern Display Promotional Directors, Texas Saengerfest, State Tennis Tournament, County Auditors Association, Texas Press Association, Order of Rainbow for Girls, City Marshals and Police Chiefs Union of Texas, Texas Automobile Dealers, Woman's Benefit Association Seniors, Master Shoe Rebuilders of Texas, State Spiritualists, Texas Knights of Klu Klux Klan, North Texas Methodist Conference, Baptist Missionary Association, First Officers Training Camp Reunion.

Jack Tucker served as chairman of the convention committee during the year. The Chamber, through its Convention Department, is striving at all times to bring more conventions and similar events to Dallas and to see that the gatherings held here are most successful and pleasant. Any suggestions as to conventions that may be secured will be greatly appreciated by the Department.



## Dallas Magazine

In a constant effort to serve a closer relationship with members of our association, our directors, and staff, the DALLAS magazine has carried throughout the year the activities of the Dallas Chamber of Commerce, news of Dallas progress, statistical matter and eventful editorials. Among the many features of special interest in our reading columns was a manufacturers' directory. It was carried for three months. The first section in alphabetical order was followed by a commodity list and finally a list by trade names.

National as well as local advertisers are beginning to use DALLAS more than ever. Many of our advertisers have received awards from the Dallas Advertising League for the best magazine advertisements of the month. First and second place has been won by our advertisers in the last two months. Advertising volume for the year is favorable as compared with any recent year. Special effort has been made to keep up the usual standard in material and appearance.



## Financial and Membership

The operation of the Chamber for the year 1933 will compare favorably with the preceding year, in spite of conditions during the year just closing.

At the beginning of the current year we still carried over from previous years a deficit which was caused principally by the expense of an addition of one floor to the building in the fall of 1929, the ex-

pense of dismantling a government hangar at Little Rock, Ark., the removal of it to Hensley Field and the re-erection at that point, this being done the latter part of 1930.

### Increase in Income

While we have not secured quite the average number of minimum memberships during the year there have been some substantial increases in budget subscriptions which added to the memberships secured will make a very favorable showing. Our revenue from dues and subscriptions will probably show an increase of approximately twelve per cent over 1932. At the beginning of the present year we took over the operation of the Trade Extension Division, which expense heretofore was paid by Industrial Dallas and to offset this additional expense our budget and departmental expenses were materially reduced. In view of these reductions in operating expenses we should decrease to a certain extent the deficit carried over from previous years.

The books and accounts of the Chamber of Commerce are audited semi-annually by one of the member accountants firms.

In addition to the handling of the Chamber's funds, we have also handled the special funds for Industrial Dallas, Inc., Dallas Wholesale Merchants Association, Dallas Retail Merchants Association, Dallas Insurance Agents Association and other affiliated organizations.

The field representatives of the Membership Department made 5,416 calls on prospective members, members resigning, and new firms, and in spite of adverse conditions the first part of the year have secured 181 new memberships. We will show at the end of the year about ninety-three per cent of dues and subscriptions assessed, collected.

### 728 Meetings in Building

We have handled reservations and assisted at various dinners and luncheons given by the Chamber of Commerce and others with whom we co-operated.

During the past year there were 728 meetings of committees, etc., held in the Chamber of Commerce Building, from which there will be seen that the membership is making free use of our meeting rooms. The number of meetings shows substantial increase over previous years, which was caused by the large number of meetings held in the months of July to September in connection with the organization of NRA.

We multigraphed and mimeographed 464,807 letters, forms, cards, notices, etc., dispatched 232,536 pieces of mail matter and handled 103,714 pieces of incoming mail. These figures will show that our activities were much greater during the past year than previous years.

The P. B. X. board handled a total of 128,238 inbound and outbound calls, a marked increase over the calls handled the preceding year.

### Patronized 216 Member Firms

We made purchases of supplies and equipment from 216 member firms and others in line with our practice to equal-

ly distribute our purchases among our member firms as far as possible, based on their subscriptions to the Chamber.

The department assisted in the details of luncheons, banquets and other meetings sponsored by the Dallas Chamber of Commerce and other organizations on requests. It also assisted in the handling of special funds raised for specific purposes; prepared information and data for use in the membership campaign, and compiled special reports for information of the officers, directors and executive staff of the Chamber of Commerce.

Made various repairs and renewals to the building during the past year, principally dismantling, overhauling and renewing the entire elevator machinery and repainting and redecorating elevator cage and elevator enclosures and stairways on first and second floors of the Chamber Building.



## Industrial

With the last week in November and the entire month of December yet to be accounted for, new businesses established in Dallas during 1933 set a new record in comparison with previous years.

Totals for 1933 to date are 1,192 new concerns, consisting of ninety-four manufacturers, 183 wholesalers and distributors, 516 retailers, eighty-six oil-producing and oil equipment supply companies, 282 miscellaneous concerns and 132 branches or agencies of national concerns.

Records of new concerns by years since 1924 are as follows (the 1933 total being for ten months and three weeks):

1924.....	642
1925.....	683
1926.....	514
1927.....	400
1928.....	704
1929.....	802
1930.....	778
1931.....	1,039
1932.....	1,018
1933.....	1,192

Of particular interest is the fact that thus far this year ninety-four new manufacturing concerns have been established here, largely by local capital and local people, the best record, in so far as numbers is concerned, in the history of the city. While most of these enterprises are small, they have excellent prospects for developing into substantial institutions that will add much to the city's industrial importance.

### Local Industries Expand

During the year a number of existing industries have moved into larger buildings, added new equipment, developed new products and expanded their distribution. Some have built substantial additions to existing buildings to take care of expansion programs based on increased sales.

In the wholesale field many important new concerns have been added that will bring much new business to Dallas and further increase its lead over all other

cities in the Southwest as a wholesale distributing center. In addition to local concerns established during the year, or moved here from other cities, 132 national concerns have established branches or agencies in Dallas. In practically every case these concerns carry complete stocks in Dallas for distribution throughout the Southwest. Relatively few national concerns have closed their Dallas branches during the year, and during the last six months the number has been negligible. New branches coming in have far outnumbered those going out. In some instances, branches discontinued during the last three or four years have been re-established.

Inquiries from executives interested in establishing factories or branches in Dallas have shown a marked increase during the last five months, and the percentage interested in manufacturing in Dallas for Southwestern distribution is higher than at any time in the history of the city.

#### Oil Development

During the year to date eighty-three oil-producing and supply companies have either moved to Dallas from other cities, been established by local people or located important branch offices here. In nearly every case the deciding factor in favor of Dallas has been its strategic location with reference to all important oil fields in the Southwest. Producers and distributors, in increasing numbers, are coming to Dallas because of its central location, with fields producing more than sixty-five per cent of the nation's petroleum accessible by overnight travel. Because of this fact, the city's growth as an oil center is permanent and stable, in contrast to those cities whose growth as oil centers have been due to proximity to some one producing area, as in those cases any growth that may come from such a source is lost when producing activities move to another region.

The Industrial Department has continued without curtailment its program of industrial development, maintaining close contact with a great many industrial prospects, by correspondence and through personal conferences, in the preparation of special reports requested by such executives, and in other ways seeking to promote the city's industrial welfare.

The Department has likewise continued its efforts to bring oil companies, supply companies, independent operators and others connected with the oil industry to Dallas. This has been done through a systematic campaign, largely by mail, by means of which personal and formal letters and literature have been sent at regular intervals to a mailing list of more than 5,000.

#### Helping Local Concerns

In addition to its activities in the matter of bringing new enterprises to Dallas, the Industrial Department is now devoting much time to an effort to bring more business to Dallas for concerns already established here. During the year it has published three new directories and is now working on a fourth. Directories published include one listing all

manufacturers' agents, showing the lines they handle; an oil directory, 5,000 copies of which were mailed throughout the country, and a new manufacturers' directory, now in the hands of the printers. This latter directory lists all Dallas manufacturers alphabetically, showing the products they make and the territory they serve. In addition, they are listed under major commodity classifications and by trade names, so that any product or any trade-marked article may be easily found. This directory will be widely distributed locally and in the trade territory.

The directory now being compiled is a complete, classified list of wholesalers, distributors and branches selling goods at wholesale. It will be so compiled that any article may be readily found and will show whether or not such article is available from stocks in Dallas. This directory will likewise be widely distributed.

The Department has also developed an information service that daily brings buyers and sellers together, furnishing information by mail and telephone as to where any article may be bought.

#### Publicity

The Industrial Department edits "Dallas," the Chamber's official publication, and handles publicity matters. The scope of the editorial content of "Dallas" is becoming gradually broadened and its circulation increased, adding to its value as an advertising medium and to its interest to its readers. The Department acts as correspondent for a number of business magazines and trade journals, furnishing them news items and articles at regular intervals that keep Dallas and the Southwest before their readers. It also sends out special articles and pictures on request, and prepared a special Dallas exhibit for the Chicago Century of Progress, displayed in connection with the exhibit of American Airways.

A statistical record of the city's growth is also kept by the Department, recording from month to month such figures as building permits, bank clearings and debits, utility connections, new concerns established, and other facts indicative of the city's progress. These facts are available to members on request, as is a great deal of other statistical information, and are used in the preparation of articles for the business and trade press.



## Retail Merchants

Beset by new problems such as the bank moratorium, the complexities of the NRA, handling cotton processing and other Federal taxes, the threat of a State sales tax and other puzzlers too numerous to mention, this has been a year that really tested the mettle of Dallas retailers. Through it all they have carried on courageously, with a minimum of fatalities, and brighter days appear to be ahead.

Dallas retailers gave staunch support to the Citizens Anti-Sales Tax Committee in its efforts to prevent a State sales

tax from being added to the burdens of the public, and also to urge the utmost economy in State expenditures. Various meetings of different groups of retailers have been held in connection with NRA codes and the office of the secretary of the Retail Merchants Association has answered hundreds of inquiries along these lines. W. A. Green was chairman of a committee in charge of summer and holiday closing agreements. James K. Wilson was in charge of a good will trip advertising the State Fair which was sent to Greenville, McKinney, Terrell, Farmersville and other points and which all who took part in felt was one of the most successful and enjoyable to date.

#### Commerce Street Paving

With a retailer, Herbert Marcus, as chairman and with the secretary of the retailers serving as secretary of the Chamber of Commerce committee to repave Commerce Street, this most important project that has so long been needed was successfully consummated and the paving of the street is now being completed.

The Retail Merchants Association, at the request of the State Fair Association, sponsored the decorating of the downtown streets for the State Fair. Will R. Wilson was chairman of the Christmas Parade committee, which successfully staged the ninth successive annual Christmas Parade on the night of December 1. Eli Sanger was chairman of the committee in charge of special holiday lighting and decorating of Main and Elm streets for the month of December. These two projects stimulate holiday spirit, add color to the city and promote earlier and greater holiday buying.

A strong division of the Association has continued its successful work in lessening the returned goods practice.

These are but a few of the highlights of an unusually busy year on the part of the Retail Merchants Association, which is a department of the Chamber, with all retail members of the Chamber of Commerce automatically members of the Retail Merchants Association without any additional dues. Activities of the retailers have been under the direction of President Clifton Linz and a board of directors of 21, representing all major lines. Close co-operation has been given by the Association to the Better Business Bureau, Merchants Retail Credit Association and other groups.



## Road Information

Where to go, how to go and what to do after you get there makes up the larger percentage of service dispensed by the Road Information Department. This service is for both local people and visitors and may be called for by anyone.

With the World's Fair in Chicago the objective of many travelers, tourist inquiries received this season have outstripped those of any year since 1929, which set a near record for tourist travel. About five thousand special logs were prepared covering the different routes  
(Continued on Page 12)



# The Oil Industry

## Its Contribution to the Building of Texas... What it Means to Dallas

By W. H. FRANCIS

Vice President and General Counsel, Magnolia Petroleum Company

(Address Delivered at the November Membership Luncheon)

to come by way of Texas and look over the Corsicana field."

Mr. Cullinan arrived in Dallas October 13, 1897, and put in the day seeing the sights at the Texas State Fair. Next day, in company with Governor Culberson, Mayor Whitesell and others, he left for Corsicana. After looking over developments there Mr. Cullinan decided the field had possibilities for great commercial development.

Quoting Mr. Cullinan, he continues the interesting interview of the early development of the oil industry at Corsicana: "Senator Mills, Fred Flemming, Dr. Johnson, John Gibson and several others agreed to sell us 150,000 barrels of oil at fifty cents a barrel, provided we would undertake to install a pipe line system, storage tanks, a refinery and develop a market for the oil."

Mr. Cullinan then related that instead of going on to California, he went back to Pennsylvania and interested a group of men in Pittsburgh, Oil City and Washington, Pa., to assist him in financing the new company, but shortly after the agreement was entered into, the original group decided not to go ahead with the enterprise. Quoting Mr. Cullinan again: "They notified me that they had examined reports of geologists and other scientists and that these reports showed that owing to the peculiar formation of Texas soil, petroleum and gas in paying quantities would never be found there. They became alarmed at these reports and refused to finance the operations."

### E. R. Brown Built First Refinery

Material for pipe lines, storage tanks and refinery at Corsicana had been bought and shipped. Something had to be done. Money was needed to pay for this material and carry on the work. Then it was Mr. Cullinan secured others who had faith in the project, and the first refinery was built in Corsicana, and quoting again from Mr. Cullinan's interview: "E. R. Brown, now chairman of the board of Magnolia Petroleum Company, was brought to Corsicana to build and operate the refinery. He was a young man of unusual ability and had made quite a name for himself as a refiner.

Under his direction the building of the refinery moved along rapidly and it was soon in operation."

Let's keep in mind that the cradle of the oil industry throughout the Southwest and through all the other sections of the United States, except Pennsylvania and Kansas, was this early development at Corsicana, and with this development so near Dallas, it is but logical that this city should have been a potential oil center, a position it has assumed in later years.

The Derrick Handbook on Petroleum, published in Oil City, Pa., in its issue of April 7, 1898, said:

"Texas Oil Field, East Corsicana. At the present date the statistics of the Corsicana field are as follows:

Total number of wells in field..	113
Dry holes.....	13
Wells flowing.....	100
Wells drilling.....	17
Rigs available.....	15
Daily output (barrels).....	1,250
Wells on pipe line.....	94
Wells pumping.....	30
Wells completed in March.....	21
Number of men employed.....	200
Daily payroll .....	\$400"

After Corsicana came Spindletop and then Electra, then Ranger, then Burk Burnett, then Luling and then West Texas and the oil fields of Oklahoma, Arkansas, Louisiana, New Mexico, and last, but far from least, East Texas.

### Importance in the Future

If we are to use the yardstick of past accomplishment to gauge the future of the petroleum industry, we can, with some degree of safety, forecast what the industry may be expected to do in the future and can formulate a background against which to think of the industry, to place some fair estimate on what its effect has been on commerce and to establish for it a rightful place in the sun.

Petroleum is one of the oldest, yet one of the newest products. It is an engaging and interesting romance and a gigantic realization—a romance because of the adventure in the never ceasing quest for new fields of production—a realiza-

THE rehearsing of dates and the recital of bare statistics are apt to be uninteresting, but the only yardstick with which to measure commercial progress in any major cross-section of American industry is a rehearsing of certain outstanding dates and important data, making possible a comparison of these which at once transforms inanimate dates and statistics into facts that are at once animate and intensely interesting.

Any person present here today who is thirty-seven years old, or older, should realize that the entire petroleum industry as we know it today, excepting the development in Pennsylvania and around Neodesha, Kansas, has taken place during his lifetime.

In a recent interview given by Mr. J. S. Cullinan, unquestionably the dean of Southwestern oil men, he made these interesting statements:

### First Corsicana Well in 1895

"In 1895 the American Well and Prospecting Company set up a well drilling rig at Corsicana. Oil was not in the thoughts of the drillers. They wanted water. They got oil. The discovery so fired the imagination and aroused the hopes of James E. Whitesell, then mayor of Corsicana, that he visioned great things for his city and for Texas. The mayor, however, wanted a man who knew oil-producing, refining and distribution—to inspect the field and judge its possibilities. Having heard of Mr. Cullinan's success in Pennsylvania oil fields, the mayor wrote several letters to Mr. Cullinan asking him to come to Texas to see and judge the field at Corsicana. Mr. Cullinan was at that time in Washington, Pa., and since he was planning a trip to California, he agreed

tion because of the commercial miracle it has wrought over that brief period since the discovery of petroleum in Corsicana in 1896.

As one contemplates today in even a casual way the proportions attained by the petroleum industry, the work it has done, it really seems incredible that in just a little more than thirty-five years a development has been brought to pass that has had such a marked influence over an entire area as has been exerted by this industry in Texas—an influence world-wide in its scope. A tiny ripple set in motion in Corsicana in 1896 has become a vast tide that has borne upon its crest a very large proportion of the commerce of Texas and of the Southwest.

It is interesting to remember that the first refinery in Texas and the second anywhere west of the Mississippi River was built in Corsicana in the late 90's. On Christmas day, 1898, the stills were charged with Texas crude oil and the fires under them were kindled for the first time on that day. (A real Christmas gift to Texas, don't you think?) The smoke that lifted itself from those first stills traced across the sky a prophecy of a new and splendid era in commercial development just then beginning, with potentialities far beyond the dreams of those engaged with the building and the operation of this first refinery.

#### Petroleum Put Texas Fifty Years Ahead

Since then all the oil fields west of the Mississippi River, except the one at Neodesha, Kas., have been added, pouring into the coffers of this nation an increasing stream of new wealth. Petroleum made possible for Texas a program of progress easily fifty years in advance of what it could have been without it. Men still active in business directed this first development in Corsicana, illustrating how recently, as we count time, this industry has taken its place in commerce and to what proportion it has grown during a single generation. Had those charged with the responsibility of the first development at Corsicana turned their imaginations riot they could not have imagined in their planning and in their wildest dreams the service the petroleum industry was destined to do. It is conservative to say that petroleum has contributed more to the general progress of the Southwest during the past thirty-five years than any other single resource. It has brought in from outside the State vast sums of money that made possible the quicker development of all other industry in Texas along with its own continued growth.

The pendulum that ticks commercial changes in Texas has made wide swings in the brief period of her history. Day before yesterday our State was a vast cattle range, supporting great herds of livestock. Yesterday many of these gave way before the advance of a more recent agriculture. Even now the average person, when considering our greatest resource, thinks in terms of some major product of the farm. Today, still possessed of its ranches, still jealous of its

agriculture, industry has been added to provide a production of a new wealth, a diversity of income that adds security because of the varied sources of income afforded this State.

As compared with the value of agricultural products, most of us have failed to take into account for comparison our newer resource—petroleum. In 1932 the value of crude oil alone in Texas amounted to \$170,315,000, while the value of cotton for the same year totaled \$128,905,000. Last year the petroleum industry provided a livelihood for over half a million people in Texas, this number living directly from earnings derived from the industry—approximately one out of each twelve persons in the State. It can be said with all propriety that each of the remaining eleven are affected directly by the spending of the salaries, purchases and general expenditures the industry makes possible.

#### Spends Six Hundred Millions in Texas

A competent authority said recently in an address delivered here that the petroleum industry spends in Texas annually \$600,000,000 and pays to State and local governments \$62,000,000 in taxes. This same speaker is my authority for the statement that in 1932 approximately 30,000,000 acres of land—or nearly one-fifth of the total area of the State was under lease for oil or for future development. How much is paid annually for leases, I do not know, but the total must be a staggering sum. The total crude oil produced in Texas since its discovery at Corsicana amounts to approximately three billion barrels. Estimating its sale price over the years, it has represented an aggregate sum certainly in excess of \$4,000,000,000.

That we may have some other comparisons by which to measure what part the industry has played in our commercial set-up during recent years, these statistics might be of interest: From figures taken from the census of manufacturers we find that the value of manufactured products represented by petroleum for the year 1928 amounted to \$519,000,000. For the corresponding year, bread and baking products in Texas amounted to \$35,881,000—flour and grain milling, \$51,378,000; lumber, \$44,506,000; meat packing, \$88,273,000; cotton seed oil cake and meal, \$95,351,000. Another comparison is interesting that the value of crops raised in Texas in 1932 amounted to \$244,858,650 and that the value of all horses, mules, cattle, sheep and hogs in Texas on January 31 of this same year was \$180,549,000.

With petroleum out of our reckoning, upon the presumption that Texas lacked this great natural resource, the State's mineral values would drop twenty-nine per cent of its present-day value and thirty-six per cent would be taken from the total of Texas' manufactured goods. This official record shows that out of a total of \$1,450,246,431 of manufactured products in Texas, the petroleum industry contributed \$519,005,036.

Another interesting and valuable part the industry has in the great plan of

commerce is the fact that more than sixty per cent of all exports through Texas ports is the tonnage supplied by the petroleum industry. When there is added the freight paid, a total in 1929 in excess of the total freight paid for the transportation by rail of cotton, wheat, corn, oats and livestock, we begin to visualize a bit better the varied ramifications of this newer industry in Texas.

#### Important Adjunct to Industrial Growth

In building for Texas a balanced industrial program which is absolutely necessary to a balanced commercial life, petroleum has had its part, furnishing power, fuel and lubrication. Without lubrication, the wheels of commerce would be stilled. If lubrication were taken away today the great factories of this nation would become worthless and the machinery no more than piles of rust. No single factor has contributed any more substantially to this industrial era than has the proper lubrication of machinery made possible by one of the distillates of crude petroleum.

Another distillate—gasoline—has furnished and is furnishing millions of horse power and has generated other millions of kilowatts of electricity. This giant of commerce—petroleum—through its many distillates has made wide and varied contributions to the public good—to the public need. The automobile and petroleum developed together, each an absolutely necessary ally to the other.

One of the most worthy ambitions toward which this area has worked during recent years has been to increase its industrial plants and to convert its primary materials into finished products. This development has made possible the creation of hundreds of millions of dollars of new wealth—the prime requisite and an absolute necessity for any new, growing section or subdivision of our nation. Especially has this need been apparent in Texas. Nature has been profuse in her gifts to the State in giving to it natural resources of untold value, but natural resources alone, and raw materials alone, are not enough to provide a livelihood for a fast-increasing population. In helping accomplish this, petroleum has had its part. The same pen that writes the history of lubrication and power also writes the history of industry. This is equally true of transportation because transportation means progress, and progress means a better civilization.

There is not a single cross-section of commerce today that is not touched and vitally influenced by the petroleum industry. The commercial safety of any area comes from a diversified and varied source of income. With agriculture, stock raising, and from its natural resources, Texas possesses a vast potential wealth. These natural resources, touched by the magic of manufacture, are increased greatly in value, producing a higher per capita income for the people of Texas. The goal toward which every progressive state strives is a balanced

(Continued on Page 17)

# Why Dallas *Favors* the Open Shop

Three years ago the Board of Directors of the Dallas Chamber of Commerce passed the following resolution:

"WHEREAS, During the last ten years under the Open Shop conditions Dallas has enjoyed remarkable freedom from business and industrial strife; employer and employee have worked under conditions of mutual advantage and Dallas has attracted nation-wide favorable notice by reason of its fortunate industrial relationships made possible by the application of and adherence to the Open Shop plan of employment;

"THEREFORE BE IT RESOLVED, That the Board of Directors and Advisory Council of 100 of the Dallas Chamber of Commerce, in joint meeting assembled hereby reaffirm the Open Shop policy adopted by the Dallas Chamber of Commerce November 19, 1919, and reassert our faith in the Open Shop principle and pledge ourselves to its energetic support and continued maintenance."

In July of this year (1933), the Board of Directors of the Chamber of Commerce again reviewed the value to Dallas of the work of the Dallas Open Shop Association and at that time passed the following Resolution:

"Fourteen years ago, at a time when all lines of business in Dallas were suffering as a result of labor troubles growing out of operation of industries of this city on a Closed Shop basis, a massmeeting of the membership of the Chamber of Commerce was called, the Open Shop principle in business and industrial relationships in Dallas was approved and the directors were instructed to take necessary steps to set up an Open Shop Association in Dallas and maintain the Open Shop principle in Dallas industries.

"At this time the Chamber of Commerce desires to reassert its faith in the Open Shop principle, and pledges the energetic and active support of the Chamber of Commerce for the continued maintenance of the Open Shop principle in Dallas industries."

*On the basis of fourteen years' service to Dallas, the Dallas Open Shop Association requests your coöperation and support in 1934.*

**DALLAS OPEN SHOP ASSOCIATION**  
CHAMBER OF COMMERCE BLDG.  
DALLAS, TEXAS

## Departmental Reports

(Continued from Page 8)

from Texas to Chicago. These logs are complete travel guides, giving highway numbers, cities, mileage figures, hotels, tourist camps, cafes, together with range of rates as well as suggestions for a day's drive and list of main points of scenic and historical interest along the route. These logs were also furnished for other trips if sufficient notice was given by the traveler. Complete information regarding the Fair and accommodations in Chicago hotels, apartments, tourist camps and private homes, together with lists of railway and airway rates and schedules were also supplied the Fair visitors.

### Highways Toured

Several trips over the highways in the Southwest were made by the manager of the Department during the year, and a check made of road conditions, hotel and camp accommodations offered the public, with special reference to resort sections in Texas and Old Mexico.

So many inquiries were received during the spring and summer months regarding Texas' wild flowers that a survey was made and weekly reports received from various sections of the State, so the motorist could be informed where the particular wild flowers were blooming and where they could be seen to best advantage.

Articles of interest to the traveling public are given the local papers from time to time, with daily road reports when floods or unusual conditions affect the highways. Weekly reports are exchanged with various touring bureaus such as the Chicago Daily News Touring Bureau, the National Automobile Club of California and the National Department of Highways in Mexico. Unusual weather conditions during the spring months added much to the routine of the department. Floods in Arkansas, Louisiana, Mississippi and hurricanes in the southern part of Texas and Old Mexico necessitated a careful daily check of all highways in those vicinities.

### Prepare for Travel to Mexico

In anticipation of the increasing number of tourists Dallas and Texas will handle into Mexico when the Pan-American Highway is opened in 1934, a complete file of data on passports, road information, railways, hotel accommodations, fiesta days, hunting and fishing opportunities in Old Mexico, has been assembled.

We have found the public especially interested in our route cards, which we keep for distribution, covering thirty-two different routes out of Dallas to various parts of the United States. This card gives instructions for leaving the city, names of cities along the highway, mileage figures and highway numbers. It is supplemented, when desired, with a log giving additional data, such as hotel lists and any other special information asked for which can be supplied.

## Safe - Strong - Friendly



We solicit the Accounts of Responsible Individuals and Corporations, and are in a position to consider current Liquid Accommodations.



A Bank of  
SIMPLE FUNCTIONS AND  
PERSONAL RELATIONSHIPS

Two services the Dallas Morris Plan Bank renders—loans on personal notes, secured by collateral or the signatures of co-makers, and the issuing of Investment Certificates or Thrift Accounts which pay 4% interest to the investor. All of our facilities—all of our efforts—are devoted to performing these services well.

THE DALLAS MORRIS PLAN BANK  
CORNER COMMERCE AND MURPHY STREETS

## Trade Extension

According to a recent survey of trade association activity the Dallas Chamber of Commerce is the only commercial organization in the United States that is carrying on the type of trade extension work being sponsored by this Chamber.

We offer to any city or town in the Southwest the services of the director of the Trade Extension Division to conduct the Southwestern Merchants Institute. The institute is a course of lessons on modern merchandising and retail selling that has become a well-established institution throughout our territory and beyond. The director spends from two to three days in each city he visits, conducting the institute in the interest of better merchandising. It provides an opportunity of meeting the merchant and Dallas Market customer on his own ground. Four lectures a day are offered. The remainder of the time the director spends visiting merchants and making contacts that have proven of great value to this market.

### Many Institutes Held

The territory covered in this phase of the Dallas Chamber of Commerce program of work extends from the Mississippi River to the Rocky Mountains, across the section of the United States usually known as the Great Southwest.

During the past year institutes have been held in the following cities and towns: Hot Springs, Hope, El Dorado, Camden, Warren and Newport, Ark.; De Ridder, Ruston, and Lake Charles, La.; Mangum, Shawnee and Ada, Okla.; Roswell, Carlsbad and Tucumcari, New Mexico; and Amarillo, Cleburne, Vernon, Decatur, Mineral Wells, Graham, Coleman, Yoakum, Cuero, Corpus Christi, Goose Creek, Electra, Oak Cliff, Harlingen, Weslaco, Honey Grove, Odessa, Lamesa, Pampa, Childress, Texarkana, Hillsboro, Orange, Beeville, McAllen, Mission, Del Rio, Kerrville, New Braunfels, Burk Burnett, Midland and Snyder, Texas.

The time of the director of this division is also available for convention programs. During the past year he has appeared on the programs of the Broadway of America Convention, Sales Congress of the Texas Life Underwriters, Retail Merchants Association of Texas, Texas Furniture Dealers Convention, and the Southwestern Sales Managers Conference.

Through the co-operation of the Dallas Wholesale Merchants Association, the Trade Extension Division has given to the merchants and their sales people of the Southwest thousands of pieces of valuable sales literature.

Semi-annually a mat service is prepared and given to the merchants and newspapers of this wide area. The mats are sent in an effort to increase the effective use of retail advertising.

### Market Studies for Towns

Much time has been spent by the director in making retail market studies for individual towns throughout the territory. This work has met with a wide

**PADGITT'S LUGGAGE**

Padgitt's Luggage  
IDENTIFIED QUALITY  
DALLAS

*The Gift of Identified Quality*

Even the person who "already has everything" will thrill at a gift of handsome luggage. If the luggage you give bears Padgitt's label of \*identified quality, you are complimented both on your ability to select gifts that please—and your good taste in choosing luggage that is the recognized standard of excellence.



### Overnite and Weekend Cases

Whether she travels much or little, a handsome weekend or overnite case will give pleasure every day throughout the year and for many years to come.

You may choose from a wide assortment of styles and finishes, at prices ranging from \$750 upward.



### With or Without Fittings

You'll find scores of the most beautiful luggage pieces here. Matched ensembles and individual pieces designed to fit the travel needs of the one you wish to remember. It will be a pleasure for us to help you with suggestions that may help you in making selections.

**Padgitt Bros. Co.**  
1020 COMMERCE ST. OPPOSITE MARTIN  
"FINE LEATHER GOODS SINCE 1869"

DALLAS

approval from those served. It is the type of work that many of them are not at this time able to secure through other agencies, and has brought them much closer to Dallas and the Dallas Market.

Last July the Chamber, through the Trade Extension Division, promoted the first Southwestern Chamber of Commerce School. This was held in Dallas and attended by sixty-three chamber of commerce executives from the various states of the Southwest. It was the first time that such a venture had been tried in the Southwest and met with a warm welcome from the chamber of commerce and trade association executives. It will be repeated at the request of those who attended the first school.



### Transportation

The passing year 1933 reflects the general business condition in other lines of endeavor with additional calls upon this department for service; many hearings having been attended before the carriers' organizations in connection with proposed changes in rules and regulations, etc., affecting the movement of merchandise from, to and between interstate points and Texas as well as hearings before the State regulatory body, in connection with like matters of interest to this city.

A brief outline of our activities is herewith reproduced:

Telephone calls.....	7,137
Telephone quotations, requesting	

the cost of moving merchandise .....	14,645
Quotations by mail.....	15,561
Information as to routes to inter-state points and inland points not shown in our routing Circular .....	391

A total of 23,129 letters were mailed out by this department during 1933. This number includes not only direct mail but also notices of proposed changes that are docketed with various committees for consideration as well as disposition of same.

#### Routing Circulars Distributed

Routing Circulars and Motor Freight Guides, 395, were distributed showing the preferred less than carload merchandise routing out of Dallas to all points in the Southwest.

Requests for information as to changes other than rates, in general transportation and traffic, total 1,591.

Tariffs and Supplements received and filed during the year total 30,928. This is a very important part of this department's activities and enables us to furnish shippers and receivers of merchandise with the information they desire, without undue delay.

We received 856 personal visits from parties interested in securing traffic and transportation information.

The transportation committee held fourteen meetings during the year.

In the interest of economy, the department will not specifically go into detail as to the thousands of commodities that were handled during the year, but a fair

idea of the number may be secured from the total of correspondence indicated above, the majority of which pertains to commodities that were before the Carriers and Railroad Commission of Texas.



### Wholesale Merchants

The Wholesale Merchants Association was the initiator of an aggressive trade promotion and market development program for 1933. The results of the program have been the retention of the old customers and the creation of new customers for the Market. Promotion activities were not curtailed during the year.

The advertising program of the Market included 31-1/3 pages of trade publication space and 10,888 lines of newspaper advertising. There were distributed to 10,000 merchants over the trade territory a total of 206,320 pieces of direct-by-mail advertising. Most of these 206,320 pieces were attractive broadsides. The trade publication advertising was in magazines that are distributors to retailers that handle all types of merchandise represented by membership in this Association. During the year there were market programs broadcast over both WFAA and KRLD.

The Sales Managers Club had a very successful second year of operation. The Club comprises over 100 members from every classification of industry represented in the market. The department

### Save Space, Time and Equipment by transferring your records regularly and properly

THE transfer of semi-active records is not just a matter of routine but a matter of convenience and the saving of time — especially of Executive's time, as it takes the File Operator much longer to find current records if the files are crowded with obsolete records.

Ask for our new folder containing illustrations and information on our complete line of transfer supplies and how to make transferring easy—better still, request that one of our capable representatives call. There are many problems other than that of equipment in connection with transferring. He can help you solve these problems.

Act Today—Phone 7-8585

### Stewart Office Supply Co.

Stationers—Office Outfitters

Stewart Bldg.

1521-1523 Commerce St.



Branch Store

104 So. Akard St.



**"Everts on the box" means more than ever this year!**

★ Never before has Christmas found Everts so replete with brilliant new gifts from lands both near and far. From clever novelties for \$1 or less to the most gorgeous diamond creations costing hundreds, Everts truly has gifts for everyone at any price you wish to pay . . . Despite the rapidly rising costs Everts' prices, with few exceptions, have not been advanced! You'll save by doing your shopping at Everts' this Christmas!

**ARTHUR A. EVERTS CO.**  
**Jewelers** 1612-16 Main Street

handled successfully the 3rd annual Sales Managers Conference.

#### One Hundred Code Meetings

This department was active in group organization during the past year and especially was it active in NRA activities of the manufacturers of the market. Over 100 meetings were held on codes and formation of organizations. This department helped organize the Southern Dress Manufacturers Association; the Dallas Underwear Manufacturers Association; Dallas Neckwear Manufacturers Association; Dallas Wash Dress Manufacturers Association; Texas Silk Dress Manufacturers Association; Dallas Millinery Council and the American Wholesale Garment Association. The department is very active in organizing the Southern Needle Workers Apparel Association in order that Southern Industries may have proper differential so that they may compete with other large market centers. The manager of this department is secretary-treasurer of all these organizations except the American Wholesale Garment Association and the Dallas Neckwear Manufacturers Association.

The 32nd Annual Good Will Tour was under the capable leadership of Homer D. Puckett. This year's trek was a four-day trip and sixty-five Dallas business men carried the message of Dallas to forty cities. Included on the itinerary was a stopover at the East Texas Chamber of Commerce Convention. The department also handled a good will trip to the West Texas Chamber of Commerce Convention.

Very attractive railroad rates were obtained by this department for the spring and fall buying seasons. Railroad refunds still continue to be an activity of this organization.

A return goods and useless expense campaign was conducted for the wholesalers.

The Association was very active in the opposition of the sales tax measures which were introduced at the regular session of the State legislature in January and the special called session in September. The organization raised a total of \$2,774.76 in combating this detrimental legislation.

#### Style Shows at State Fair

There were eighteen style shows presented at the State Fair of Texas for the second consecutive year by this department. This was one of the free features of the Fair and the main attraction at the Texas Manufacturers' Exhibit.

During the spring and fall seasons six Southwestern style shows were presented. The spring show was at the State Fair Auditorium and the attendance totaled over 13,000 people. For the first time in its history the fall show was presented as an outside attraction and played to 14,000 people. Both the spring and fall show were pronounced successful by the exhibitors and the entire market.

The manager of the department made trips into the territory during the year with Henry W. Stanley, the director of



Typewriters  
Adding Machines  
Repairs and  
Supplies

S. L. EWING CO.  
"In Dallas Since 1902"  
1606 Commerce Street Dallas, Texas

#### PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.

JNO. J. JOHNSON  
1912 N. St. Paul St. Phone 2-8887

## Convenient Offices



Proximity to the Court House,  
Union Station and the retail, wholesale and warehouse districts—

Parking advantages—street cars—

And unusual economy of rentals—

These are among the reasons why so many leading men and firms prefer this building.

New firms coming to Dallas are cordially invited to inspect this Class A office building.

## MERCANTILE BUILDING

MAIN AT LAMAR ST.



Wherever You Go  
LOOK  
for a  
HILTON

...and you most certainly will be well paid for your trouble. Our policy of Minimum Rates and Maximum Service assures Hilton guests of the utmost in service at the least possible rate. You'll find Hilton and Hilton-operated Hotels conveniently located throughout this section, each and every one of them doing everything that is humanly possible to make Hilton guests feel at home away from home.

So, again we say, next time business or pleasure calls you away from home ...

Wherever you go . . . look for a Hilton

DALLAS ♦ WACO

EL PASO

ABILENE ♦ LUBBOCK

glo  
HILTON HOTELS  
of Texas



**The Adolphus Hotel is Dallas' Convention Headquarters. Capable of serving two large conventions at the same time. Large, beautifully decorated banquet halls . . . Service unsurpassed . . . Cuisine unexcelled anywhere in the South . . . Truly the Southwest's Finest Convention Headquarters.**

**IN DALLAS**

**The Adolphus hotel**  
DALLAS FINEST MOST POPULAR HOTEL  
OTTO SCHUBERT, MANAGER

the Trade Extension Division. This organization had a complete tie-in with the operations of this division and each man contacted by the director of this division was followed up by letter and the name added to the mailing list of the Association. The department handled all the advance publicity and bookings of the director. It paid for and distributed 7,000 publications that were offered as dealer helps to the customers of the market. These publications were distributed carefully. The department also executed and paid for a Buy-at-Home series of mats used by local chambers of commerce and newspapers over the territory. It also prepared a complete retail advertising mat service for the spring and fall seasons. These mats were distributed free of charge to the retailers and newspapers of the territory. The follow-through on trade extension activities had produced many customers for the market. During the year several new publications on dealer helps were issued.

#### Best Business Since 1929

The department is now planning and directing the wholesale campaign for the Community Chest.

The president of the Wholesale Association, A. H. Bailey, together with the other officers and directors and committeemen have given a great deal of time and energy in planning the year's activities. These activities have produced results; the spring 1933 season was the best since 1929 and the fall of 1933 had the same record.

Without the work of this organization the market would not have been able to attain the position of the eleventh major market in the country and the fifth largest apparel and dry goods market. The wholesalers have realized this because we retained the financial support of the major wholesalers of the market.

♦♦♦

#### Junior Chamber

The first major activity engaged in by the Dallas Junior Chamber in 1933 was the third annual regional conference of the Seventh Region of the United States Junior Chamber of Commerce held in Dallas February 24-25. Two hundred twenty-eight delegates registered representing Junior Chambers in Oklahoma, Kansas and Texas cities. National President Courtlandt Otis of New York City presided at the conference.

Work of the Civic and Political Education Committee which was started in 1931 was continued with weekly seminars at the Civic Federation Barn, weekly radio talks over WFAA, and the presentation of a speaker once a month to the membership at a luncheon meeting. In co-operation with the Civic Federation of Dallas, the committee initiated and directed a series of seminars on city government presenting a critical examination of local government, its organization, operation, and the potential usefulness of public service. These sessions included roundtable discussions led by



## MY CODE

The NRA specifies no code for commercial artists. You can't codify the alert mind, the skillful hand, the instinctive feeling for showmanship and good taste . . . qualities that the qualified advertising artist bestows upon your advertising.

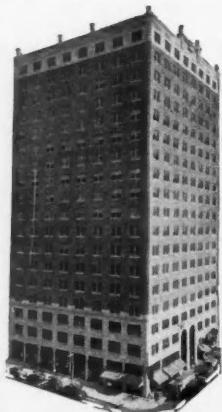
My personal code, which I have enforced for years to the satisfaction of many good clients in Dallas, embraces a dollar's worth of good art service, plus sound advertising ideas for a dollar.

Come up and see me sometime . . . any time.

**HUGH CARGO**  
Commercial Artist  
DALLAS  
*Atop the Allen Building*



<b>Blue Prints</b>	<b>Photostats</b>
<b>Rotaprints</b>	<b>Superstats</b>
Manufacturer of	
Blue Print Paper and Cloth	
<b>J NO. J. JOHNSON</b>	
1912 N. St. Paul St. Dallas, Texas	
Phone 2-8067	



One of the most beautiful and substantial of modern office buildings, clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in the selection of tenants.

**ALLEN BUILDING**  
Commerce and Ervay  
R. R. WILSON, Bldg. Mgr. 2-9296

**Southwestern Blue Print Company**  
H. F. KOCH, MANAGER

**PHOTOSTAT PRINTS**

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DALLAS, December, 1933

recognized local authorities and the speakers included lawyers, engineers, doctors, business men, public administrators, and college professors. John D. Jacobson headed the Junior Chamber committee.

Athletic activities under the direction of A. R. White included tournaments in golf, tennis, and bowling, a rifle match, and weekly baseball games.

Three industrial tours were made by the membership. Tom Hewitt, chairman of the industrial tour committee, arranged for the tours through the Dallas County Jail, Daily Times Herald, and Armstrong Packing Company plant.

In June a tour to the Century of Progress in Chicago was sponsored by the Dallas Junior Chamber of Commerce. Three trains left the Union Terminal on June 18 carrying over 700 persons from Dallas and other Texas cities to the Exposition.

#### Sold State Fair Emblems

A major activity of the organization was the handling of the sale of opening day emblems for the State Fair of Texas. Archie E. Hunter and R. B. Rinehart were co-chairmen of the Junior Chamber committee.

Other 1933 activities included the Community Chest parade on November 11. Irving Pierce headed the Junior Chamber committee which had complete charge of Community Chest units in the parade. Floats and cars were donated by local business concerns. Junior Chamber teams worked in the Chest drive and the Red Cross drive. A get-out-the-vote campaign was held with Hugh D. Dunlap in charge in which the people were urged to vote by a slogan "Vote—Vote as You Please—But Vote." The Junior Chamber had charge of fire prevention radio programs during Fire Prevention Week. Albert W. Breeland represented the Junior Chamber on the Dallas Fire Prevention Council.

A civic appreciation luncheon was held honoring the city manager, John N. Edy, Mayor Chas. E. Turner, and other members of the council. Other organizations joining the Junior Chamber in this meeting were the Rotary, Exchange, North and East Dallas Lions, Technical, Kiwanis, and Civitan Clubs, and the Dallas Real Estate Board.

Among the speakers presented to the membership at their weekly luncheon meetings were Martin Campbell, Donald Scott, Mrs. Albert Walker, Arthur L. Kramer, E. G. Brown, Geo. Leachman, Judge Paine L. Bush, Jack Dionne, James E. Clark, Dr. Elliott Mendenhall, Myron Everts, H. L. Goerner, C. J. Crampton, Andrew Patton, P. B. (Jack) Garrett, Frank A. Briggs, Alfonso Johnson, Wm. McCraw, Ray Morrison, Julius Schepps, Joseph F. Leopold, Renfro Knickerbocker, Albert G. Burns, Frank K. Rader and Peter Molyneaux. J. Frank Parker, Jr., served as chairman of the luncheon program committee.

Officers for 1933 were Eric C. Gambrell, president; Archie E. Hunter, Myron Everts and C. Russell Smith, vice-presidents; C. Glenn Cole, treasurer, and Pat Mallia, executive secretary.

During the year National Vice-President J. Howard Hayden, National Director Eric C. Gambrell, and State President Alphonso Ragland, Jr., contacted numerous Texas cities, bringing many of them into both the State and National Junior Chambers.

♦♦♦

#### The Oil Industry

(Continued from Page 10) program, a commercial, social and economic balance. With petroleum, its processing, refining and manufacture as the biggest single source of manufacture in our State, it assists in turn all other manufacturing enterprises, an essential part of our larger industrial plans.

#### Of Vital Importance to State

It is not my purpose to have you think, because of the chronicle I have given you of some of the things the petroleum industry has done, that I am offering a defense of its position, nor that I am seeking any special consideration for it. It has been my thought simply to assist you in visualizing what the past of the industry has been, and through that means, without making specific forecasts, to suggest the very vital part the industry can play, and I believe will play, in all the future development of Texas. The petroleum industry is so inseparably connected with all the larger interests of our State that any handicap placed upon it affects adversely all other established industry and business. No individual, no industry, lives unto itself. What the future of the industry is, no one knows. At the present time seventy-five out of the 254 counties in Texas are producing oil. How much more of our area is potential oil-bearing structure, time and the drill alone will tell. No one except a person possessed of undue hardihood would venture to forecast what stores nature still has locked in her vaults to serve for future needs of her children. The known petroleum reserves of Texas are estimated at approximately three and one-half billion barrels, or slightly more than the amount already taken out. Whether this is correct or not, I do not know, nor do you, but if this projected total is any wise correct, then it would seem a reasonable presumption to think of this as a potential for future calculation in any serious forecast of its future worth to Texas.

If the expected production of crude oil in the future is realized, it would seem reasonable, based upon the part it has taken in our commercial set-up in the past thirty-five years, to expect it to exert a marked influence in the future industrial, commercial and social development of Texas.

In years past there has grown around the industry a sort of mysticism—a lack of understanding—that should not rightly be a part of it. There is no major difference between the petroleum industry, the textile, the packing, the steel, or any other major cross-section of commerce. Each occupies its place, each has its responsibilities, each has its opportunities of service, and each must be a

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**AL BADGER, MANAGER**

complement of all the others, making up in their aggregate a vast state, national and international commercial structure.

**Day of Quick Profits Gone**

For too long oil and gold have been considered synonymous. In my judgment the day of quick profits in the petroleum industry is gone, just as it is in other major industries—packing, steel or textile—and the production, refining and sale of petroleum and its products demand and require the same intensive efforts and merchandising policies as are required in the successful operation of any other industry. There is nothing mysterious in the petroleum industry. It is just a business, entitled to no particular place in the sun other than it merits, asking for no other place than it deserves. The romance is gone, the adventure of other days is a memory. The industry is today upon the prosaic level of other ordinary business. The thought, far too current, that the petroleum industry is today accumulating vast amounts of profits is a mistaken one. The sooner it is regarded by the public as just an ordinary, typical American industry, the better it will be for the industry and for the public at large. In line with all business during the past several years, this industry has had its troubles, and still faces very difficult problems, but with courage that has built our State and nation and a belief in the intrinsic soundness of the industry, it looks toward a better day that we hope will dawn after the night has passed.

One serious cloud hangs over the industry—a public which lacks correct information about it. An uninformed public can do an industry more harm than an openly antagonistic one. You can successfully combat open antagonism, but it is much more difficult to combat misinformation or a lack of information. Personally, my belief is sincere that the public will form a just and fair decision if it knows the facts. It is my personal belief that the public is disposed to be fair to any industry if it really understands its position and its needs. I do not believe the public realizes what the industry has meant to the general public. I do believe there is a growing consciousness and an increasing realization of what the industry has done and is doing for the State at large and for the citizens who make up its population. The interest of the industry and the public is a common one.

**Petroleum Has Built Cities**

Petroleum occupies no particular place that makes it distinct from other major industries. It has made a notable contribution toward increasing the wealth of Texas and has thus contributed to the public good. It will continue to do this. It has made possible the building of cities where villages stood yesterday. It asks today and will ask in the future the privilege of helping build a still greater Texas. It has been the magnet that has drawn into Texas vast stores of new wealth. It is reasonable to expect it to continue to do this, provided the investments made are shown the same consideration as are shown other types of in-

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**It is a business enterprise in which a vast number, mostly persons of small means, have invested their savings.**

**It is a business in which there is no incentive to earn excessive profits, since no extra dividends are paid in either stock or cash.**

**It is as local to the communities it serves as your grocer or banker.**

**Its first responsibility is to provide the best service at the least cost.**

**It must pay fair wages to and provide proper working conditions for those who operate it.**

**Its rates must be within the means of practically everyone; rates which will encourage the fullest growth and use.**

**Its service must be always available when and where it is wanted.**

**Its ultimate ideal is that anyone anywhere may talk to anyone else at a reasonable cost.**

**SOUTHWESTERN BELL  
TELEPHONE COMPANY**

ustry. From all over the world—China, Africa, Europe and the islands of the sea—where petroleum products have gone, money has come back to Texas to take up its work of making more expansion possible. It has provided the means in a very considerable way for an industrial expansion so needed in this comparatively new country of ours. It claims the privilege of marching in step with each advance future years may bring. It has paid its taxes into the public treasury. It has helped build highways, a great system of them, making our State a neighborhood. It has assisted the public schools. It has built homes. Oftentimes in the face of suspicion and with its motive impugned, it has continued to work for the public interest and the public welfare.

The industry asks for, and expects, no special privileges. All it wants is just what it is entitled to have, together with a sympathetic understanding of a part of its many problems by the public.

Just what the future holds, nobody knows; but if the future can be safely judged by the past, it can be said with considerable certainty that the industry can be expected to continue to make a most substantial contribution to the future of Texas and will continue to be an industry that will be of marked service to our State. Occupying the place it does in our commercial order, with its potentialities for assisting in the future program of industrial development, it does crave the understanding of the public it serves and of the State which today produces more oil than any other like section in the world. It asks no recognition other than a consciousness that it has tried to prove itself a real builder, its policies directed in a spirit of co-operation and fair play.

#### **Future in Hands of Public**

The petroleum industry is capable of carrying through its accepted responsibilities. Organized for the work to be done, schooled in experience, its future program will be gauged, not primarily by what the industry is capable of doing, but rather by what limitations and unwise restrictions may be thrown about its operations. The decision rests with that great jury—the public. Its decision will be of interest to the industry, but it will be of as much, or maybe more, in-

terest to other industry and to the public at large.

The petroleum industry rests its case with the public and awaits the decision it makes. Its future must be determined in a very large way by the decision rendered. I am not talking about any present rules and regulations recently promulgated. I am rather looking to the future and what those years may hold for the industry, and what the attitude of the public may be toward it.

No one of us, I think, would be so ultra-conservative and so nearsighted that we would believe that Texas has reached its crest of development. It has just fairly begun. Largely endowed by nature, with almost every natural resource to which any other section is heir, and best of all, peopled with a population accustomed to accepting responsibilities and mastering them, we have every right to look toward the future with courage, with faith and with confidence and to believe that as the future unfolds it will bring to us large rewards for all the constructive effort and thought and planning we devote to this great State of ours. Out of the past comes to us a cherished heritage, and with it a voice that speaks to us and bids us "carry on." Our answer—yours and mine and all the other people of Texas must be the same—"We will." Together we will work out the interests of our State to a more splendid destiny. A challenge, an obligation, an opportunity—all in one—but better than all, a real privilege we have of proving our individual fitness to carry on the unfinished work and plans of yesterday into the more nearly completed task of today, work to be projected and carried on to still further completion in the thousands of tomorrows that we trust lie ahead.

#### **Dallas the Logical Oil Center**

The city of Dallas and the Dallas Chamber of Commerce are to be congratulated upon the effort expended toward making Dallas an oil center and with the great supply houses here and with vast oil fields completely surrounding the city, it is reasonable to expect that Dallas will continue to be an outstanding oil center, provided the united effort of our citizens is given unselfishly



## **A Bank That Has Become a Tradition**



**Among many of the oldest firms in Dallas banking at the First National has become traditional. Many of them have banked here since their beginning.**

**Generation after generation of many of the oldest families in Dallas have made the First National their family bank because they like the alert, friendly service they find here.**

**This bank extends an invitation to others who like that kind of banking to become customers also.**

**First  
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Bank  
in Dallas**

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to its task of providing in Dallas a congenial atmosphere, a spirit of helpfulness, and a desire to render any constructive assistance possible to the industry as it faces its years ahead, years

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that will bring enlarged possibilities in which the industry may have the opportunity of proving itself equal to its increased tasks and equal to its potentialities.

We have every opportunity to demonstrate to the leaders and representatives of the oil industry that Dallas is the logical center for the industry in this section of the country as these leaders and representatives meet here at the annual meeting of the American Petroleum Institute next November. They will be here five or six thousand strong. They have seen other points in this State at their annual convention and can make their actual comparisons from experience. Under the capable leadership of Captain Lucey in planning for this convention, big things can be accomplished to show what Dallas really is. It should be an easy task to convince these leaders, as without effort even Will Rogers became convinced and gave in to Dallas.



**DISTRIBUTES LAUNDRY AND DRY  
CLEANERS EQUIPMENT**

Doty Laundry & Dry Cleaners Equipment Company, 656 West Davis St., has been organized by T. P. Doty to handle the products of Watts Laundry Machinery Co., Milwaukee, Wisc.; Omaha Folding Machine Co., Omaha, Nebr.; Huebsch Manufacturing Co., Milwaukee, Wisc.; Texas Washer Cylinder Co., San Antonio, Texas, and McCleary Bros., Memphis, Tenn. Territory covered includes Texas and Southern Oklahoma.



**FACTORY BUILDS NEW PLANT**

The Fashion Studio, manufacturers of women's apparel, is erecting a new factory and office building at Cedar Springs and Routh Street, fronting 162 feet on Cedar Springs and 108 feet on Routh Street. J. B. Rucker, Inc., handled the deal and J. N. McCommon is the architect.



**NEW PAINT AND WALL PAPER  
COMPANY OPENS**

The Dallas Paint & Wall Paper Company has been established at 314 North Akard St., with J. H. Scott as manager. The company distributes Kuhn paints and Peacock wall papers and also handles shades and floor coverings.

**Annual Report of  
Insurance Agents**

The Dallas Insurance Agents Association, a trade association of fire, casualty and surety agents, has gained national prominence because of the reduced fire losses in Dallas and because the American Agency system in our city has been elevated to a professional rank which commands respect. The Dallas Association along with every properly organized and properly conducted trade association, has gained in size and importance during the last year because our Government has thrown the responsibility of governing trade practices and eliminating unfair competition on trade organizations. President Roosevelt's program is to restore confidence and honor in business and professional life; this has been the object of the Dallas Association since its beginning.

Members of the Association have assisted in the enforcement of all insurance laws of Texas and have discouraged the indiscriminate issuance of licenses to those not properly engaged in the insurance business. Just as lawyers seek to purge their ranks of shysters and medical associations oppose quacks, so are the insurance men seeking to rid their fraternity of the unqualified and unscrupulous agent.

The success of a trade association is in proportion to the benefits derived by its members and by the public; the Dallas Association has grown in numbers and in importance despite unfavorable economic conditions. Starting with twenty-three members three years ago, it now has seventy-six members. It has the support and confidence of local agents, insurance companies and the general public.

**Fire Losses Reduced**

Special attention has been given to fire prevention; overinsurance has been discouraged. Through the co-operation of the Association with the Fire Prevention Council, the Fire Department, the Fire Marshal's office, the District Attorney's office, and the public, fire losses have been so much reduced in Dallas that the city will probably receive a credit on all fire insurance premiums in 1934. If Dal-

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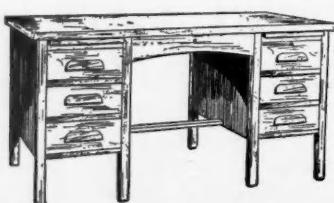
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Dallas      Telephone 2-4824      Telephone 2-4824



las receives a three per cent credit, the savings in 1934 will be \$60,000.

Other accomplishments for the year are:

Dallas is no longer known as a "hot city."

Dallas has gained a national reputation for its fire prevention activities. It received first place in Texas and second in the nation for fire prevention week work.

A Dallas insurance agent won the silver loving cup awarded the Texas agent having the lowest loss ratio.

Dallas public school students won two prizes out of the fifteen offered in a national contest for the best fire prevention posters.

Dallas now has 325 solicitors, most of them well qualified to serve the insuring public, instead of the 2,600 brokers who formerly sold fire insurance as a side line.

Dallas insurance men have developed intimate friendships; co-operation has replaced cut-throat competition, and law observance is replacing violation and evasion.

The Dallas public is being educated to an appreciation of correct insurance practices.

Dallas schools have studied fire prevention and have worked on fire prevention posters the entire year. Ten thousand high school students filled out questionnaires which showed they had intimate and correct knowledge of fire prevention work.

♦♦♦

#### GENERAL MOTORS ESTABLISHES TWO NEW ZONE OFFICES HERE

The former Buick-Oldsmobile-Pontiac sales division in Dallas has been divided into two divisions, each with zone headquarters here. Allen Wright heads the new Buick-Pontiac zone organization with P. W. Schwab, transferred from Detroit, as assistant. E. E. McIndoo heads the Oldsmobile division, with W. B. Wallace as assistant.

♦♦♦

#### SPORTWEAR COMPANY OPENS SOUTHWESTERN BRANCH HERE

California Sportwear Company, Los Angeles, Calif., manufacturers of leather coats, have established a sales and distributing branch in Room 5, Santa Fe Building, in charge of E. A. Hickman. Complete stocks are carried in Dallas to serve the entire Southwest.

♦♦♦

#### NEW OIL SCOUT SERVICE

Major Scout Company has opened an office at 914 Allen Bldg. and is offering a service to oil companies covering scouting reports and field information in all important oil areas.

♦♦♦

#### TO MANUFACTURE BATTERIES

Texas Battery & Manufacturing Company has established a plant at 112 South Beckley Ave. to make storage batteries.

♦♦♦

#### NEW DU PONT BRANCH

The lacquer division of E. I. du Pont de Nemours & Company, has established a sales branch and warehouse at 2219 Commerce St., in charge of J. E. Boyles, branch manager.

NOW IS THE TIME TO

# Buy Better Printing

RIGHT now is not too soon to begin planning for more profitable business in 1934. Profits hinge upon your ability to persuade prospective customers to buy your goods or services. The better the PRINTING, the easier the selling task. This is particularly true of your mailing pieces. How well do they represent you? Do they label you "first-class"? or "no-class"?

WHEN too much "skimp" shows on the face of your printed pieces, the impression they leave may hurt rather than help. And since the first cost of effective PRINTING in 1934 need be no more than that for ineffective PRINTING, why sacrifice ultimate good results when it costs no more? Be sure to include better PRINTING in your plans for the new year. Telephone 7-1259.



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## BERR MILLINERY COMPANY *Millinery*

912 Commerce Street  
Phone 7-4522

## ACME RUBBER STAMP COMPANY

Rubber Stamps, Corporation and Notary  
Seals, Badges and Buttons, and  
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1608½ Main Street Phone 7-2705

## ARCTIC ICE COMPANY *Ice*

3717 Elm Street  
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*The Modern Christmas is exemplified in this copper halftone by Harper Standard, staged and re-etched to gain a faithful reproduction.*



Your prospects like to see PICTURES of the merchandise you have to sell. Illustration, not explanation, sells. Pictures speak a sign language to all men and races. Pictures—of Christ, of Santa Claus, of holly and mistletoe, of impish pine cone dolls and glistening snow like the one above—have sold Christmas to the World.

The volume of difficult and particular work entrusted to us at Christmas time, when illustration is depended upon to sell more than ever, is the outgrowth of our ideals regarding quality engraving and service. The satisfaction we give discriminating buyers expresses our appreciation of the patronage we receive more than does the mere saying of "Merry Christmas."



**HARPER STANDARD  
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JACK HARPER, President

PHONE 7-5385 ERVAY AND ROYAL STREETS

# Loss of Minutes Means Loss of Money Under the Codes

Every minute counts now, and Fleet Owners are not permitting weak batteries to keep their trucks out of service as they did when long hours were in effect and time was not such a factor.



Firestone Batteries are getting a large share of this change-over to high-quality, dependable, guaranteed batteries.

We have a complete line of full capacity, sturdy Firestone Batteries. And our Battery Service for Fleet Owners meets their requirements, for we know the importance of keeping commercial trucks and cars in service.

TYPE	NO. OF PLATES	Price
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Sentinel	13	6.40
Standard	13	8.40
"Extra Power"	13	12.90

These Prices Include Allowance for Old Battery

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